

**NJ Committee for the East Coast Greenway
Board Meeting Minutes
July 16, 2009—6:00 pm
Katz Civic Center, West Orange, NJ**

Present: Mike Kruimer (Co-Chair), Anne Kruimer, David Ascher, Dolores Newman (Co-Chair), Mike Dannemiller, Gary Johnson, and Rich Felsing of Meadowlink

Minutes: The minutes of the meeting of June 11, 2009 were approved.

Membership: Dolores reported that there were no major additions to the membership since the last report..

Website: Jim McArdle is using Google analytics to keep track of the number of hits the NJ Greenway website receives each day and whether they are new or returning visitors.

Past Events: The Kruimers went to the Hudson County/Bergen County Fair in No. Hudson Park on June 6. Many people came by the Committee's table to pick up information about the Greenway. The Kruimers also attended the Bergen County Bicycle Ride of the Bicycle Touring Club of North Jersey on June 7, which attracted more than 600 people. The Kruimers also set up a table at the Revolutionary Ramble sponsored by the Morris Area Freewheelers, which had more than 500 riders, more than half of whom were exposed to the Greenway table. Finally, the Kruimers also attended the Newark Bike Rodeo where several people interested in the Greenway stopped by at the table.

Capital to the Coast Greenway: This route which is to go from Trenton to Manasquan meets the East Coast Greenway on the D&R Canal in Hamilton. They are trying to get their signage approved and we are hoping to have our logo incorporated into their signage.

Signage: Approximately three miles of signage from Trenton to the D&R Canal is being scheduled to be placed during August. This will take about a half day to complete. As of late July, the route will be 95% signed with about 8 miles missing.

Kiosks: The Nomahegan Park kiosk is scheduled for erection on August 16. Dolores will check with Mike Oliva to see if the next kiosk should be placed at Roosevelt or Merrill Parks in Edison. Mike Oliva also discussed the need for an urban style kiosk for the Newark location. He is going to look into the availability of NJDEP funds. Other potential sites for kiosks are the Port Imperial ferry terminal in Weehawken, the Hoboken terminal, Newark Penn Station, and Liberty State Park, although the latter could be difficult due to "historic" issues.

Marketing: The bike shop discount program is not gaining traction. The next big thing though might be a collaboration with the Safe Routes to School Program and "walking school buses." Along those lines, the Tri-State Transportation Campaign has money to undertake a walkability audit in the City of Newark.

Hudson Loop Ride: There was a discussion regarding the logistics of undertaking a Hudson Loop Ride in the Fall in conjunction with the NY Committee. It was suggested that this ride works better in small groups with a leader and sag person for each group.

Funding: The Victoria Fund grant application is due August 3. The Dodge Foundation awarded the Greenway \$10,000. There is \$25,000 from the NJDEP that needs to be spent but requires matching funding, which may be in-kind funding. The National Park Service is not going to be providing any funding in the upcoming year. A letter is due to be sent to the Alliance for Biking & Walking by August

26. Novartis/Sandoz has some funding available for local initiatives. Finally, we are going to use the census map information for our grant application to Kodak.

Next Meeting: Scheduled for August 20, 2009 at 6:00 pm at the Katz Civic Center in West Orange.

The meeting was adjourned at 7:45 pm.

David Ascher, Secretary